



**Convention and Visitors Bureau**

**AGENDA**

**Thursday, January 14, 2021**

**9:00 AM**

**Virtual Meeting via Zoom - <https://us02web.zoom.us/j/82957379872>**

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**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

[CVB](#) December Minutes

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

[CVB](#) November Financials

**Chairman's Report**

**Director's Report**

**OLD BUSINESS**

**NEW BUSINESS**

**ANNOUNCEMENTS**

Next meeting will be February 11, 2021 at Monroe City Hall

**ADJOURN**



**Convention and Visitors Bureau**

**MINUTES**

**Thursday, December 10, 2020**

**9:00 AM**

**City Hall (Council Chambers)**

**CALL TO ORDER**

Meeting was called to order at 9:11 am.

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Charles Sanders
- Board Member Wesley Sisk
- City Council Representative Ross Bradley
- Board Member Chris Collin

**CITY STAFF**

- Logan Propes
- Brad Callendar
- Leigh Ann Walker
- Sadie Krawczyk

**APPROVAL OF EXCUSED ABSENCES**

**APPROVAL OF MINUTES FROM PREVIOUS MEETING**

CVB November Minutes

Approved - Motion made by Board Member Sanders, Seconded by Secretary Gray.  
Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member

Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

**APPROVAL OF CURRENT FINANCIAL STATEMENTS**

CVB October Financials

Approved - Motion made by City Council Representative Bradley, Seconded by Board Member Holder.

Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

**Chairman's Report**

None.

**Director's Report**

None.

**OLD BUSINESS**

None.

**NEW BUSINESS**

We have hosted additional site visits with hotel developers since last meeting.

**ANNOUNCEMENTS**

Next meeting will be January 14, 2021 at Monroe City Hall.

**ADJOURN**

Motion made by City Council Representative Bradley, Seconded by Vice Chairman Malcom. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

Monroe Convention & Visitors Bureau

Balance Sheet

As of November 30, 2020

	<u>Nov 30, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	33,899.79
Total Checking/Savings	<u>33,899.79</u>
Total Current Assets	<u>33,899.79</u>
<b>TOTAL ASSETS</b>	<b><u>33,899.79</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
134220 · CVB Fund Balance	38,446.31
Net Income	<u>-4,546.52</u>
Total Equity	<u>33,899.79</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>33,899.79</u></b>

## Profit &amp; Loss

January through November 2020

	<u>Jan - Nov 20</u>
<b>Income</b>	
314100 · Hotel/Motel Tax Funds	37,930.52
361000 · Interest Received	4.15
389000 · Other Misc. Revenue	200.00
<b>Total Income</b>	<u>38,134.67</u>
<b>Expense</b>	
522140 · Landscape	4,100.00
531300 · Food	127.91
523850 · Contract Labor	7,649.22
523300 · Advertising	
523311 · Online Ads	2,050.00
523312 · School Sponsor Ads	1,000.00
523313 · Direct Mail	4,955.89
523314 · Magazines	7,065.17
523315 · Commercial	10,744.00
523317 · Newspapers	350.00
523300 · Advertising - Other	4,250.00
<b>Total 523300 · Advertising</b>	<u>30,415.06</u>
523600 · Dues and Subscriptions	364.00
531250 · Office Supplies	25.00
<b>Total Expense</b>	<u>42,681.19</u>
<b>Net Income</b>	<u><u>-4,546.52</u></u>

Monroe Convention & Visitors Bureau

Profit & Loss

November 2020

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	<u>Nov 20</u>
<b>Income</b>	
361000 · Interest Received	0.30
<b>Total Income</b>	<u>0.30</u>
<b>Expense</b>	
523300 · Advertising	
523311 · Online Ads	1,375.00
523314 · Magazines	1,188.39
523315 · Commercial	2,762.00
<b>Total 523300 · Advertising</b>	<u>5,325.39</u>
<b>Total Expense</b>	<u>5,325.39</u>
<b>Net Income</b>	<u><u>-5,325.09</u></u>